



**EVEN PEPSI CAN  
MAKE  
TERRIBLE  
MISTAKES.**





At the same time the  
BlackLivesMatter protest  
were everywhere in the  
US, Pepsi made a terrible  
mistake





They created an ad with actual footage from the BlackLivesMatters protests with Kendall Jenner ending the protest simply by giving a police man a can of Pepsi.





Pepsi was attacked by the public, Accusing them of trivializing the movement of Black Lives Matter.





Bernice King, the daughter of Martin Luther King Jr. tweeted "If only daddy knew the power of #pepsi" with a picture of her father being arrested.



Soon after Pepsi stated  
"Pepsi was trying to project a global message of unity, peace and understanding. Clearly, we missed the mark and apologize,"





After 1 day of being aired the ad was deleted and Pepsi stated

"We did not intend to make light of any serious issue. We are pulling the content and halting any further rollout.""





Which side do you agree with?  
Let us know in  
the comments!

